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## iSpot.tv

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The logo for iSpot.tv features the text "iSpot.tv" in a white, sans-serif font. The letter "o" is replaced by a green circle containing a white play button icon. The background is dark with abstract geometric shapes in shades of blue and green.

# iSpot.tv

TV Ad Measurement for Disruptive Brands

Radhiya Pate

# Overview of the Company:

- History, Ownership and Founders:
  - iSpot.tv is a company that tracks and measures TV advertising activity in real-time
  - Founded in 2012
  - Founder: Sean Muller (Awarded the Entrepreneur of the year in 2018)
  - iSpot.tv's headquarters are located in Bellevue, Washington with a second office in New York City, New York.

# Overview of the Company:

- Product/Research Services Offered:

- The company measures media and performance for TV ads.
- When it comes to comprehensive and accurate media measurement, their technology automatically identifies, extracts and catalogs TV spots as they air. iSpot.tv measures things like view rates, engagements, airings, etc.
- Since launching in 2012, iSpot.tv has grown to over 150 clients, including many blue-chip brands (multinational firms that have been in operation for years). It is now home to the world's largest TV advertising website, with a library of over 100,000 TV ads and more than 5 million monthly visitors.

# Overview of the Company:

- Corporate Culture and Mission Statement:
- iSpot.tv is a rapidly growing company that values each of their employees. iSpot.tv's team understands how to push through the sprints while finding time to enjoy the game rooms, birthday recognitions, ping-pong tournaments and BBQs in their dog-friendly offices. They also offer interactive off-site events like trivia, summer picnics, holiday parties and team-building events throughout the year., maintaining a stress free work environment.
- Mission Statement: "We set out in 2012 to bring transparency and real-time data to advertisers - a goal we still value today."



# State of the Company:

- Performance of the Company:
  - iSpot.tv 's estimated annual revenue is currently at \$46.8M per year
  - iSpot.tv received \$30 M in venture funding in Sep. 2018
  - iSpot.tv's estimated revenue per employee is \$250,000
  - iSpot.tv's total funding is \$57.8M
  - In Jon Lafayettes article, he discussed his insight on the company by discussing how Networks should be more comfortable making guarantees if iSpot's benchmarks give them and their clients a better idea of what to expect. iSpot is a reliable source of advertisement media performance measurements..

# State of the Company:

- Latest Initiatives/New Services:

- William Richmond talked about iSpot.tv's newest initiative and how they have introduced a new analytics solution that allows advertisers to measure in real time the effectiveness of their ads across metrics including web site visits, registrations and purchases.
- The solution is the latest in an ongoing series of technology initiatives bringing enhanced attribution, targeting and ROI potential to traditional TV ads.
- It addresses the issue of not being able to accurately/quickly measure how TV ads translate into specific actions.

# State of the Company:

Current executives of the company:

- Founder & CEO: Sean Muller
- Chief of Engineering and Product: Anthony Skinner
- SVP (Business Development): Robert Bareuther
- VP of Sales: Harmen Westra
- SVP (Customer Success): Shamez Dharamsi
- Head of Sales: Mark Myers
- Head of Finance & Ops: Daniel Karr
- VP (Marketing): Lindsey DiGiorgio



# Career Opportunities:

iSpot.tv has 10 openings for a variety of different levels including:

- Content Editor
  - Strong writing skills
  - Knowledge in Pop Culture
  - Excellent decision-making skills
  - Communication skills
- Media Supervisor
  - 4+ years of in a client support, sales support, or relevant experience required and a bachelor's degree
  - Experience planning, buying, and/or selling television media
  - Strong experience using presentation tools such as PowerPoint and Excel
  - Understanding of and a passion for emerging technologies
- Digital Marketing Manager
  - Bachelor's degree
  - 5-7+ years relevant work experience

# Career Opportunities:

- Marketing and Web designer
  - You have 5+ years of full-time experience in an agency or in-house creative team
  - You're an expert in Photoshop, InDesign, and Illustrator.
  - You have experience multivariate testing design patterns to maximize their effectiveness
- Sales Development Representative
  - 3-5 years' experience relevant sales/prospecting experience
  - CRM software experience (preferably Salesforce)
  - Bachelor's degree with a strong academic background
- Senior UX/UI Designer
  - 8+ years of industry experience as a user experience designer, interaction designer, information architect, or similar design-related role.
  - Bachelor's degree or commensurate experience

# Career Opportunities:

- Data Analyst II/QA
  - 2-5 years' experience in data analysis and quality testing required.
  - Experience mentoring and training junior analysts.
- QA Engineer
  - BS/MS degree in Computer Science, Engineering, or a related subject.
  - At least 2 years' work experience in software quality assurance.
  - At least 2 years' work experience as a QA Engineer.
- Enterprise Sales Executive
  - 7+ years professional experience in enterprise and/or platform sales
  - Proximity to a major airport
  - Leadership & motivational skills that help to deliver income growth
- Data Engineer
  - 2+ years of experience in an engineering role, who has attained a Graduate degree in Computer Science, Statistics, Informatics, Information Systems or another quantitative field
  - Experience building and/or participating in projects with transforming and moving data around
  - Experience with Python and databases



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